

KVADRAT NEW YORK SHOWROOM

New York, USA | 750 m² (8,000 ft²) | Showroom and Office

Products: Node Flush Channel, Node Linear Light, Node Spotlight, Node Ceiling Rose, Node Sprinkler

Client: Kvadrat

Interior Designer: Jonathon Olivares, Domo Architecture

Contractor: James Barb Construction, A-Squadra

Completed in 2022

The opening of Kvadrat's New York flagship location in May 2022 marked a defining step on the brand's journey to bring their celebrated selection of textiles and upholstered products to America.

The space combines two connected showrooms, each designed with an atmosphere signature to its unique purpose all the while embodying Kvadrat's culture, values, and mission all throughout.

As a design-oriented company, every aspect of Kvadrat's NYC showroom needed to be well considered. From the catwalk made from recyclable solid aluminum plates floating above the showroom floor to the fully custom furniture, each element creates a dynamic interplay for the space.

It is in this spirit that Kvadrat selected the Node system by PARC to neatly complement the spectrum of colorful and sophisticated design elements by achieving an ample and uninterrupted ceiling display alongside their Broadline panels. Populating the ceiling space, strips of Node Linear Lights in Node Flush Channels conceived clean and minimalistic lines while providing even illumination throughout the space. The Node Channels also housed sprinklers and Node Spotlights to highlight art installations in the showroom.

The minimalist nature of the Node system complements the space without overwhelming, allowing Kvadrat's textiles to remain center-stage, but its benefits extend beyond aesthetics and versatile design options. With its long operating life and excellent energy efficiency, Node delivers significant savings to users in the long run.

John Shin of Domo Architecture commended PARC for providing key insight throughout the process to resolve pre-install design issues, allowing the end results to look excellent.

In addition, A-Squadra acknowledged that PARC was very helpful and responsive to changes required throughout the construction process.

